

EDITORIAL INK

Two for the Price of One

A cousin of mine called the other day to ask what I thought of an ad he saw in the back of *Motor Trend* magazine for a Motorola portable phone. The ad said: "Order this handheld Motorola phone and we will put it on the same number as your existing cellular phone! No second bill. No second number to give out."

He wanted to purchase the \$495 phone because he needed another phone for one of his salespeople, and liked the idea of not paying a second access fee. He explained that he hardly uses his car phone, which was bought primarily for emergency situations, so the number would be available all day for his salesperson to use. Even though the phone was expensive, compared to the going market price, he thought it well worth it in the long-run with the access fee savings.

He called the advertiser to find out more about this "too-good-to-be-true" offer. The company assured him that the offer was perfectly legal, but did acknowledge that the telephone companies were trying to stop them. My cousin was calling me because he couldn't believe that if it was legal to put one number on two phones, the phone companies wouldn't be offering the incentive themselves to attract new customers.

His question was a good one, from a customer's perspective. The opportunity to have one number for two phones allows him to get a second phone for his salesman, saves him some money, and increases the airtime usage on his phone number. It seemed to him a win-win situa-

tion for everyone involved; and an offer too good to pass up, which he didn't.

A win-win situation? Not exactly, says Michael Altschul, vice president and general counsel for CTIA. "Phones with altered ESNs do not comply with the Commission's rules," says Altschul. "The Commission recently clarified its position in this area by 'Prohibiting any person or company from knowingly performing alterations of cellular telephones to cause transmission of an ESN other than the one originally installed by the manufacturer'" (Aug. 2, 1994, Docket #93-292). More importantly, says Altschul, "The technology can be easily abused to allow for illegal cloning for fraudulent purposes."

But public desire has not fallen on deaf ears. Many switch vendors are writing software for a new service called "Extension Telephone Service," which, legitimately, allows two phones to operate under one number yet still preserve the unique ESN of the phone. In turn, Extension Telephone Service is being supported by several carriers across the country. This is a service with real sales appeal. I, for one, look forward to its commercial introduction in my market.



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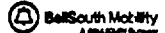
The Works On How 2 Phones/1 Number Service Works.

Terms And Conditions

- 1) To take advantage of this new service, simply sign a 12-month Service Agreement for any existing or additional line (\$200 cancellation fee).
- 2) 2 Phones/1 Number service costs \$39.00 per month in addition to monthly access and airtime charges.
- 3a) If you're a *current* BellSouth Mobility customer with two existing cellular numbers, the cost to activate the 2 Phones/1 Number service will be \$30.00 (one-time charge).
- 3b) If you're a *current* BellSouth Mobility customer with one existing cellular number or a new BellSouth Mobility customer, you'll be charged a \$40.00 activation fee (one-time charge).
- 4) 2 Phones/1 Number service is designed to be used by one person. If two people share one cellular number, situations could arise in which incoming calls could reach the wrong party or even be unanswerable.
- 5) Only one phone can be turned on at any one time. If both phones are left on, you may not be able to answer your incoming calls.
- 6) One phone must be designated as the primary phone, and only that phone can be used for roaming. Switching your primary phone designation is easily done by calling Customer Service and paying a \$30.00 charge.
- 7) If you have a horn alert on your vehicle, you'll need to disengage the alert when you have your portable phone on.

BMI does not assume and shall have no liability under this Agreement for failure to provide or delay in providing service for the Equipment due directly or indirectly to causes beyond the control of BMI, including, but not restricted to, acts of God, acts of the FCC, acts of public enemies, acts of the United States, any State, Territory of the United States, or any political subdivision of the foregoing, or the District of Columbia, acts or failures to act by the Customer, its agents, employees, or subcontractors, fires, floods, epidemics, quarantine restrictions, strikes, freight embargoes, and unusually severe weather conditions, or defaults of BMI subcontractors due to any such causes.

Customer shall indemnify, protect and hold harmless BMI and its officers, employees and agents from and against any and all claims, actions, proceedings, losses, damages or liabilities (including without limitation attorneys' fees) arising in any way in connection with this agreement and the Equipment, including without limitation, manufacture of Equipment, its selection, purchase, delivery, possession, use, operation or return and the recovery of claims under insurance policies thereon. This indemnification shall survive the termination of this Agreement.



To be completed by your BellSouth Mobility representative. Please keep this brochure for your records.

ESN: PRIMARY PHONE (USED WHEN ROAMING) _____
DESCRIPTION _____
ESN: SECONDARY PHONE (NOT USED WHEN ROAMING) _____
DESCRIPTION _____
CELLULAR NUMBER (_____) _____
RATE PLAN _____

Introducing A Feature Never Before Shared By Two Cellular Phones.



Set Yourself Free With FlexPhone: The Flexible Choice in Cellular Service

FlexPhone is a new service from Cellular One that lets you direct calls on your cellular number to any one of up to 3 cellular phones. FlexPhone is not an extension phone nor will it allow two people to use the same number. Designed to make staying in touch easier, FlexPhone is ideal for someone already enjoying the hands-free convenience of an installed car phone, but would like a portable to use outside the car. The following information will help you decide if FlexPhone service is right for you:

How Does FlexPhone Work?

Once you have decided whether one or two additional phones will compliment your lifestyle, call Cellular One or an Authorized Dealer to initiate FlexPhone. After activation, you decide which phone to receive calls on and simply turn the others "OFF". When a caller dials your number, the phone that is "ON" will ring. The FlexPhone feature will not function properly if both phones are "ON". Now, your calls can follow you from car, to meetings, on errands or nearly anywhere else.

What About Roaming?

When you start your FlexPhone service, you'll designate the phone you plan to use outside the Baltimore-Washington coverage area as "Primary" and the other(s) as "Secondary". That's it—your cellular service is ready to travel with you on your "Primary" phone. You cannot use your "Secondary" phones to roam unless you first redesignate your FlexPhone service with Customer Care. (There's no charge for redesignation. May take up to 48 hours to complete.)

Can Two Phones Sharing One Number Call Each Other?

No, since only one phone will operate at a time, you can't use FlexPhone to call between phones sharing the same number. To accomodate this, you would need to use the full value of two Cellular One phone numbers.

Two Ways to Start Enjoying FlexPhone

FlexPhone service is available for Cellular One customers that want to operate two or three cellular phones with the same cellular number. The following FlexPhone pricing is effective for customers using any Cellular One rate plans in addition to their current rate plan monthly fee:

- **Two Phone Service**

Add one extra phone to your Cellular One number for \$17.95 per month.

- **Three Phone Service**

Add two extra phones to your Cellular One number for \$29.95 per month.

(Additional fees for activation of second and/or third phones are not required. Up to 48 hours may be required for FlexPhone activation. Regular air-time charges and applicable sales taxes apply. All calls are billed to one number on the same bill. Detailed billing will not distinguish which phone made a call.)

Ask Your Cellular One Representative for Details

To learn more about FlexPhone or about our commitment to providing the best products, service and value available, ask your local Cellular One dealer or call *611 (free from your cellular phone) or 1-800-CELL-ONE.

UPDATED PHONE LIST - FEB 25, 1994

ANY PHONE (EVEN THE ONES ON THIS LIST) MAY BE THE PRIMARY PHONE.
SECONDARY PHONES MUST BE FROM THIS LIST.

*AUDIOVOX CTX3100A *AUDIOVOX CTR1900 *AUDIOVOX CTX3200A
*AUDIOVOX CTR2000 *AUDIOVOX CMT410A *AUDIOVOX BC55A
AUDIOVOX CTX4100A *AUDIOVOX 4200 *AUDIOVOX 832 & 832+
AUDIOVOX BC40, BC45, CMT400, CMT405, BC410
AUDIOVOX CMT450, CMT550, CMT600, CMT605, 750, 1700, SP751
AUDIOVOX BC55, BC410, SP85, PRT-200 AUDIOVOX CTX 1500, 2500, 4000

*AUDIOVOX PHASE 5: SP95, BC65, CMT420, PRM 50, PRO50,
 TRAN 65, TRAN420, PRO98, PRT75

CELL STAR ALL MOBILES, TRANSPORTABLES AND HANDHELDS TO DATE

DIAMONDTel MESA 95 OR 95X
DIAMONDTel 90 SERIES & 200

KENWOOD KMP F500 AND KMP H 700

mitsubishi 800 and mitsubishi 1500

MOBIRA TPA-4/400 MOBIRA THA-5/500

MOTOROLA ALL MOBILES, TRANSPORTABLES AND HANDHELDS TO DATE
(PULSAR & SEVERAL CAR MANUFACTURE PHONES ARE MOTOROLA PRODUCTS)

*NEC 3700 (TR5E800-11G)
NEC M4500 (TR5E800-11A) NEC4600 (TR5E800-11C)
NEC M4700 (TR5E800-11H) NEC4800 (TR5E800-31A)
NEC M3800 (TR5E800-31B) NECP9000/9100 (9-A & 9C)
NEC P200/201 HANDHELDS (26-B/26-C) NEC P300/301 HHELD (21-A/26-A)
NEC P400 & 401 HANDHELDS & NEC P600 & 601 HANDHELDS

NOKIA 12 SERIES (MUST SEND HANDSET WITH TRANSCEIVER)
NOKIA 15 SERIES (MUST SEND HANDSET WITH TRANSCEIVER)

NOVATEL 8300, 8301, 8305, 8305A, *8320, *8320A
NOVATEL PTR 825 HANDHELDS

PANASONIC EB 2500, 2501, 2502, 2503 (TP -500 SERIES)
PANASONIC HH 600 (EB 3510 & 3511) HANDHELDS

PIONEER (ALL HANDHELDS, MOBILES & TRANSPORTABLES)

TANDY OR RADIO SHACK CT-102, CT-302, CY 1030, CT-1033

TECHNOPHONE MC905/905A/MC905MK11/ 985/995/MC915
* MUST SEND HANDSET AND A MATCHING TRANSCEIVER

THE FOLLOWING MUST BE LIKE PHONES/ MUST SEND BOTH/NO HANDHELDS
-UNIDEN 2NDARY TO UNIDEN (MUST BE IDENTICAL TRANSCEIVERS)
-SHINTOM TO SHINTOM (MUST BE IDENTICAL TRANSCEIVERS)

CALL C2+ at [205] 264-0264 for current upgrades or information.